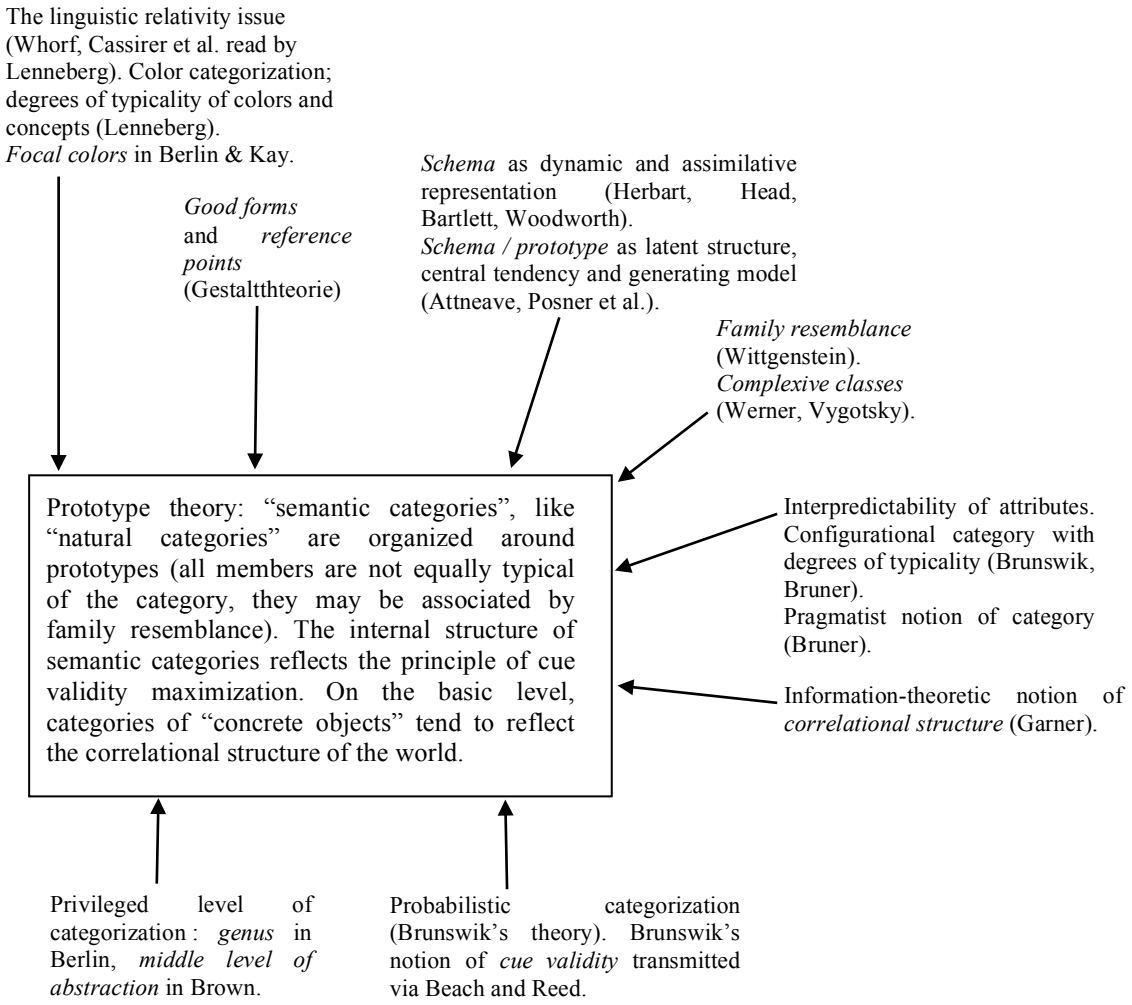THE BUILDING BLOCKS OF PROTOTYPE THEORY